Project Design Phase-I – Problem Solution Fit

Team Id	PNT2022TMID27679
Project Name	Skill/Job Recommender Application

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

The main customers for our project are:

- Persons who are seeking employment
- Persons that recruit job candidates

6. CUSTOMER

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Concern about misuse of personal information
- Worry about unreliable connections
- Inadequate product knowledge
- Potential scam
- Time consuming

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past?
What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Pros	Cons
Promotions of people's skill set	Delivering false information
Marketing of company infrastructure	Occurrence of fraudulent activity
Cultivate commercial relationship	Intense competition

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Create a platform to facilitate job searching
- A platform to make it simpler to identify people with necessary skills
- Make the job-filtering process simpler
- Profile with safe personal data

9. PROBLEM ROOT CAUSE   RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- Jobs that are listed on unreliable platforms may be fraudulent
- Companies fail to disclose their true infrastructure
- Some job portals want payment in advance of the job starting
- Users post false credentials
- Users pretend to have expertise in a skillset they lack

7. BEHAVIOUR   BE

What does your customer do to address the problem and get the job done?

i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- When users apply for fraudulent jobs, they get unhappy due to wasted time
- Users were not satisfied when platforms allowed hirers to post jobs that were not real
- Cheating during online recruitment process
- When candidates with inadequate qualifications apply for a position, employers become irritated

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- **Employment opportunities**
- **Branding**
- **Endorsement and Connections**
- **Get Job alert**

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

Emotions-Before	Emotions-After
Lack of acknowledge about job vacancies	User receive updates on job vacancies
No proper platform to showcase skillset	Exhibit skillset in profile
More paperwork during recruitment	Easy recruitment process

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

To develop an end-to-end web application which in default have a lot of current job openings through job search API out of which appropriate job will be recommended based on user skillset. At the same time students can develop their skills side by side with various courses and webinars offered by reputed organization. In addition to this a smart chatbot will be available for 24*7 which can help users in finding the right jobs

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

- Apply for jobs
- Review job applications
- Attend initial level assessment

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Final level interview
- Check out location and infrastructure of company
- Finalize paperwork